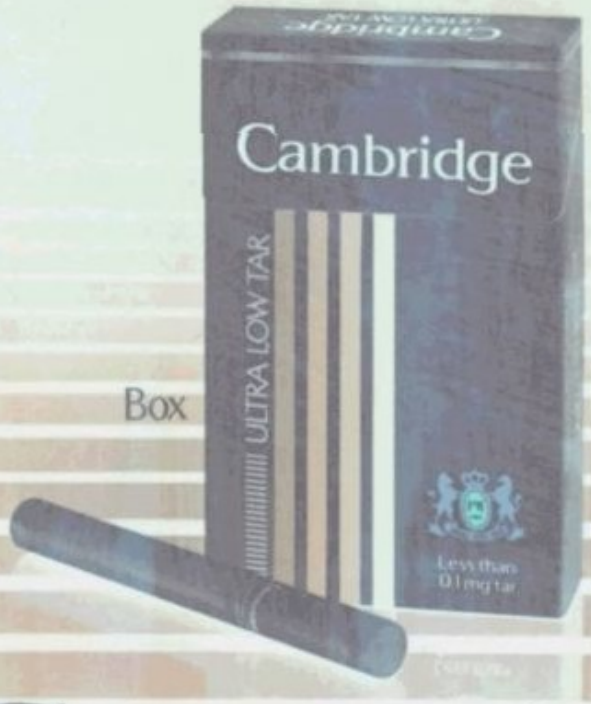
LEO BURNETT U.S.A.
Ad No. 241—CAMBRIDGE—BOX BARS—Proj. No. 77222—1 Page—4-color Bleed—Life Magazine, 1981 (A)
Printed in U.S.A.

THE LOWEST TAR OF ALL.



Box

Of all brands sold, no other cigarette is lower in tar.

Cambridge

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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Less than 0.1 mg "tar," 0.01 mg nicotine av. per cigarette by FTC method.

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